

Statement from Jake and Dick Leinenkugel Regarding the Closure of the Leinenkugel's Chippewa Falls Brewery

We are profoundly saddened by Molson Coors' decision to close the Chippewa Falls brewery, a place that has been the heart and soul of Leinenkugel's for more than 157 years. For six generations, our family has taken pride in brewing exceptional beers and building lasting connections with loyal fans in Wisconsin and across the nation.

Our thoughts are with the fifty-six employees affected by this closure, along with their families, and with the Chippewa Falls community that has supported and shaped our legacy since 1867. The brewery has not only been a cornerstone of the Chippewa Valley economy but also a welcoming destination for thousands of visitors who have experienced the rich tradition and heritage of Leinenkugel's firsthand.

We want to reassure our employees at the brewery and Leinie Lodge, as well as our partners, retailers, distributors, and fans, that we are committed to exploring every avenue to preserve this vital part of our history. To that end, we submitted a formal proposal to Molson Coors, requesting to enter into a Non-Disclosure Agreement (NDA). This would allow us to begin discussions on acquiring the Chippewa Falls brewery, with the goal of maintaining its operations under Leinenkugel family leadership.

On January 6, we received a response from Molson Coors' CEO, Gavin Hattersley, who declined to pursue an NDA. He stated that Molson Coors remains "fully committed to the Leinenkugel's brand." While we appreciate Gavin's affirmation of the brand's importance, we believe that true commitment must include preserving the Chippewa Falls brewery and the livelihoods of those who depend on it.

On January 8, we followed up with Mr. Hattersley to emphasize that our long-standing relationship over the past 23 years could serve as the foundation for an open and transparent conversation, even without an NDA. We reiterated our willingness to discuss acquiring the brewery's assets and preserving its operations in Chippewa Falls.

As of today, January 15, we have not received a response to our follow-up email. Despite this, we remain optimistic that Molson Coors' leadership will reconsider our proposal and engage in meaningful discussions about safeguarding this important part of our heritage.

The Chippewa Falls brewery is more than a facility—it is a symbol of our legacy, a source of pride for our community, and a key part of what makes Leinenkugel's unique. We continue to hope for a resolution that honors our history and secures the future of brewing in Chippewa Falls.

Sincerely,

Jake and Dick Leinenkugel